

**Yuba County
Children and Families Commission**

**REQUEST FOR PROPOSAL
to address
Yuba County Children and Families Commission**

**Preschool For All Initiative
Planning Project**

RFP PFA Planning Project – 03/04 – June 14, 2004

Due: One original proposal and four copies
First Review Date: Tuesday, July 6, 2004
Open Until Awarded: Review of proposals every two weeks until the consultant is selected.

Fax and e-mail not accepted.

Mail or deliver to: Evelyn Joslin, MSW
Executive Director
Yuba County Children and Families Commission
6000 Lindhurst Avenue, Suite 601-B
Marysville, CA 95901-6132
(530) 749-6229

1.0 Introduction

Background – Children and Families Commission

In November of 1998, the citizens of California enacted the Children and Families Act, Proposition 10. This initiative aims to promote, support and improve the development of all children from the prenatal period to five years of age by creating an integrated system of information and services to enhance early childhood development.

This initiative will raise approximately \$700 million annually through an additional tax on tobacco products. Twenty percent of these revenues are overseen by the California Children and Families Commission; the remaining eighty percent is being distributed to commissions established specifically for these purposes in each of the state's fifty-eight counties.

Unlike many funding opportunities, the Children and Families Act has as its focus the support of local decision-making and the development of integrated strategies determined as most appropriate by each county. Each county is responsible for developing a Strategic Plan based on input and data reflective of its own community. Funding decisions are made at the local level to best meet local needs and interests.

The Yuba County Children and Families Commission was established in January 1999, through an Ordinance adopted by the Yuba County Board of Supervisors. The YCCFC is responsible for the development and implementation of the Strategic Plan for the most effective use of the approximately \$900,000 in annual tax revenue being allocated to Yuba County through Proposition 10. To these ends YCCFC identified objectives, strategies and indicators of successful program results, as a part of the strategic plan, which became effective with the State Commission's acceptance in July, 2000. The original plan, as well as revised plans for 2002-03, 2003-04, and 2004-05 are available for review in the Commission office.

Purpose

Current research in brain development clearly indicates that the emotional, physical and intellectual environment that a child is exposed to in the early years of life has a profound impact on how the brain is organized. The experiences a child has with respect to parents and caregivers significantly influence how a child will function in school and later in life. Careful attention to our youngest children and to the experiences they have early in life is a powerful means of preventing later difficulties.

The State Commission identified long-range outcomes, or strategic results, to be considered as local commissions develop plans appropriate to their communities:

1. Improved Family Functioning: Strong Families
2. Improved Child Development: Children Learning and Ready for School
3. Improved Child Health: Healthy Children, and
4. Improved Service Systems for children and families, and
5. Improved Readiness for School (added by the State Commission in 2001.)

PFA Initiative Planning Project

On March 25, 2004, the Yuba Commission adopted the State Commission Threshold Criteria for its Preschool for All (PFA) Initiative. This action qualified the Yuba Commission to apply for State Commission planning dollars to be used between this date and December 31, 2004 for the purposes of developing a proposal for a pilot PFA project in Yuba County, providing approximately six months of regular consultation to Yuba's Preschool for All Initiative Work Group, and facilitating the work group's understanding and use of the State Commission's Preschool for All Initiative Tool Kit. Additionally, the planning dollars may be used to support one or more broad community forums for parents, early care and education providers, and interested others concerning the varied and complex issues related to establishing voluntary universal preschool for all four year olds in the county. The Yuba Commission applied for the planning dollars and was successful, receiving formal notice on May 17, 2004. The relevant

materials, i.e., the State Commission Threshold Criteria, the Yuba Commission proposal, and the award letter are enclosed as a reference in this RFP packet. The Preschool for All Initiative Toolkit is available upon request, and also may be reviewed in the Yuba Commission office.

Yuba's Preschool for All Initiative Work Group is a joint endeavor of the Yuba County Children and Families Commission (YCCFC) and the Child Care Planning Council (CCPC) of Yuba & Sutter Counties. The Work Group was convened in early March by the CCPC as a result of the growing interest throughout the county and the state in the issues surrounding the concept of universal preschool. When the YCCFC decided to pursue the State Commission Initiative in March, the CCPC and the YCCFC decided to work jointly on this issue, and view the Work Group as the required broad group for purposes of the PFA Planning Project. In addition to representatives from the CCPC, Head Start, Marysville Joint Unified School District Preschool Programs, Wheatland School District Preschool Programs, the Yuba County Office of Education, and numerous representatives from the private network of family and center child care providers, and private preschools, the Work Group now includes two Commissioners from the YCCFC, along with the YCCFC Executive Director. This group has been meeting monthly, but as the planning project goes forward, more frequent meetings of either the group as a whole, or special subcommittees, are expected.

With this RFP, the YCCFC is seeking an experienced consultant who is available between now and December 31, 2004, to assist with the planning work.

2.0 Scope of Work

Under contract to the YCCFC, the selected consultant will provide:

- 2.1 Ongoing consultation and technical assistance to Yuba's Preschool For All Work Group as needed and requested throughout the contract term.
- 2.2 A detailed, comprehensive, and submission-ready proposal for a preschool for all pilot (to be implemented in January of 2005) by October 15, 2004.
- 2.3 A final comprehensive short-term (5-year) and long-term (10-year) Plan for the Work Group to use in implementing preschool for all in Yuba County.
- 2.4 Group facilitation PFA Initiative Work Group uses the State Commission's Preschool For All Toolkit.
- 2.5 Follow up research as requested.
- 2.6 Preparation of background materials needed to carry out the tasks listed here.
- 2.7 Assistance in preparing background materials for and facilitating one or more broad community forums concerning the PFA Initiative and the related issues.
- 2.8 Interim and final reports as required by the YCCFC, in a format to be developed.

3.0 Funding Amount/Term of Contract

The YCCFC has received a \$50,000 planning grant from California First Five (State Commission). It is anticipated that part of the funds will be used by the YCCFC to support community forums, and other special meetings and events related to the PFA Initiative, and up to \$35,000 will be used to pay the costs for completing the Scope of Work detailed in this RFP.

It is anticipated that a contract for consultation work will be executed sometime in July of 2004, and that the contract will end no later than mid January of 2005. This information is provided only as a guideline, and the YCCFC reserves the right to alter this plan, and/or to alter the dollar amount allocated at any time up to the execution of the contract.

Rights and Responsibilities

All materials submitted in response to this request become the property of the YCCFC. Selection or rejection of a response does not affect this right.

YCCFC reserves the right to award part of the project to one applicant and part to another, if deemed appropriate or necessary.

YCCFC is not responsible for any costs incurred by providers in preparation and presentation of proposals, interviews or demonstrations in response to this RFP or subsequent interviews.

4.0 Selection Criteria

Applicants will be evaluated on their experience and expertise providing the specific consultation services outlined in 2.0. Scope of Work, i.e. proposal writing, group facilitation, ability to work collaboratively with a variety of partners from different backgrounds in terms of complex issues such as those present in the PFA Initiative, length and breadth of past consultation experience, etc.

The successful applicant will have the education level relevant to the scope of work, and three years or more of consultation experience in the early care and education or a closely related (child development, education, services systems for children 0-5 and their families, government agency planning, etc.) field.

The specific selection criteria are as follow:

- 4.1 Demonstrated knowledge of and experience with proposal writing, including the success rate of those past efforts.
- 4.2 Demonstrated knowledge of and experience with preparing comprehensive short and long term plans.
- 4.3 Demonstrated knowledge of and experience with group facilitation.
- 4.4 Demonstrated skill and knowledge in preparing discussion papers, executive summaries, charts, and/or other materials necessary for facilitation of work groups, and educational community forums.
- 4.5 Demonstrated knowledge of and experience with the special problems associated with developing new programs for use in counties such as Yuba, which have a blend of rural, isolated communities at some distance from larger population centers.
- 4.6 Demonstrated knowledge of and experience with culturally and linguistically diverse populations such as those living in Yuba County.
- 4.7 Demonstrated general knowledge of and/or consultation experience in the early care and education, child development, and education fields, and/or specific knowledge and/or

experience with developing preschool programs, and/or other programs related to statewide and/or county level Proposition 10 initiatives.

4.8 Innovation of the proposed plan for carrying out the scope of work.

4.9 Reasonableness of proposed costs and congruence with proposed scope of work

Following the review of proposals by the Preschool For All Work Group, a collaborative group the YCCFC and the Child Care Planning Council of Yuba & Sutter Counties, follow up interviews to clarify proposal content may be held by the subcommittee. If such interviews are necessary, these will be tentatively scheduled for the week of July 5, 2004. The Work Group will make recommendations to the YCCFC Executive Director as the reviews and the interviews proceed. It is expected that notice to applicants, and execution of a contract with the selected applicant will occur in July, 2004.

5.0 Submission Deadline

One original and four copies of the application in a sealed envelope or package must be submitted by no later than 5:00 PM on Friday July 2, 2004 to be considered during the first review. Proposals will be accepted continuously until an award is made, with reviews of proposals occurring every two weeks, beginning on July 6, 2004.

Submit application to: Evelyn Joslin, MSW, Executive Director
Yuba County Children and Families Commission
6000 Lindhurst Avenue, Suite 601-B
Marysville, CA 95901-6132
(530) 749-6229
e-mail: ejoslin@co.yuba.ca.us

No other location is acceptable for delivery. The Commission is not responsible for delayed or lost applications. **Please note that faxed and e-mailed submissions will not be accepted.**

6.0 RFP Contacts

Upon release of this Request for Proposal (RFP), all provider communications concerning this must be directed to the YCCFC staff listed below. Any oral communications will be considered unofficial and non-binding on the YCCFC. Providers should rely only on written statements issued by the RFP contact.

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7.0 Submission Content

Submissions should be type written and single-spaced. Submissions should be in a 12-point font equivalent to Times New Roman in size. There is no page limit requirement, but submissions should be as brief as possible, while providing a clear picture of the agency's proposal for carrying out the Scope of Work

Interested applicants should submit information in accordance with the following outline.

- a. Describe background, including education and experience briefly and generally.
- b. Provide a detailed description of how the Scope of Work would be carried out, including the anticipated hours needed to complete each task listed in 2.0.
- c. Address each of the selection criteria listed in Section 4.0 above, i.e., 4.1 through 4.8.
- d. Enclose a copy of the applicant's resume.
- e. Enclose copies of proposals previously written, and/or other background materials written and used for group facilitation, copies of short term and long term plans previously developed and/or or any other samples of writing which would demonstrate ability in this area.
- f. Provide the budget information, either in the narrative format being used shown separately as the final page, or in a simple MS Word Table, detailing how the funds sought would be used. Describe the number of hours to be provided in a week, or month, and state the hourly consultation fee, describing what it includes. If copying costs, and/or materials costs, and/or travel costs etc. are separate from the hourly fee, etc., identify and describe these costs clearly, and present the information about the total costs needed to carry out the scope of work.